

## ABSTRACT OF THE DISCLOSURE

An advertiser distributes an electronic advertisement to an electronic advertisement receiving apparatus of a user via an electronic advertisement distribution apparatus of an ad agency. The electronic advertisement receiving apparatus presents ad information on the distributed electronic advertisement by means of an image or speech as desired by the user. A reproduction stamp representing this presentation is generated correspondingly to that electronic advertisement and informed to an electronic advertisement confirming apparatus of the advertiser. The advertiser can accordingly know without inquiry, when the reproduction stamp is informed, that the ad information of the electronic advertisement corresponding to the reproduction stamp is confirmed by the user.

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